



Natural Resources Conservation Service  
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Harrisburg, Pennsylvania 17110-2993  
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TO: All NRCS Offices

DATE: December 6, 2007

SUBJECT: EOP - Outreach Plan

FILE CODE: 230

Action Required by January 15, 2008 - Submit an Outreach Plan for FY-08

Action Required by January 15, 2008 – Submit Accomplishment Report for FY-07

As a USDA agency with program and technical assistance responsibilities, NRCS must continue to show a track record of notifying and including all possible participants. This responsibility goes beyond providing public information through FSA newsletters, Conservation District newsletters, newspapers, magazines, radio, and television. Outreach must include special efforts to reach communities that could benefit from USDA programs and technical assistance. Some potential participants may not get information through the more traditional avenues. Many of you have demonstrated excellent outreach programs in the past and I applaud you for your efforts. We must continue that effort so that all offices can reach that same level of outreach accomplishment. Therefore, each NRCS office, including Soils and RC&D offices, will use the attached format to develop a plan for one new outreach activity, or an enhancement of an existing outreach for FY-08.

In determining the outreach effort, you will need to consider producers who could receive USDA program benefits or technical assistance for the first time, as well as those who could receive additional benefits or technical assistance. Possible target groups may include, but are not limited to ethnic groups (Plain Sect, Hispanics), people who are disabled, the partially disabled (sight, hearing, mobility), minorities, women, small and limited resource farmers, new and beginning farmers, farmers with specialty crops, or farmers in geographic locations in the county with traditionally low USDA program participation.

Once you have decided on the outreach need, you have several resources available to you.

**Special Emphasis Program Managers**

Federal Women's Program Manager – Bobbi Bailey

Black Emphasis Program Manager – Travis Watkins

Hispanic Emphasis Program Manager – Walter Albarran

Disabilities Program Manager – Dave Lopes

Asian/Pacific Islander Program Manager – Yuri Plowden

American Indian/Native Alaskan Program Manager – John Metrick

Outreach Coordinator – William Towns



The NRCS Social Sciences Institute website may also be a useful resource.  
[www.ssi.nrcs.usda.gov](http://www.ssi.nrcs.usda.gov) The Social Sciences Institute has prepared publications such as:

“Working with People of Different Cultures”  
“Social and Professional Skills to be Effective with Small Farmers”  
“Barriers and Strategies for Small Scale Producers”  
“Gaining Trust with Small Farmers”  
“Women in Agriculture: Changing Role and Current Outreach Techniques”  
“Working with Asian and Hispanic Limited Resource Farmers”.

Enclosed is the format you will use to submit your FY-08 plan to Travis Watkins by January 15, 2008. Send a copy to your ASTC for Field Operations or State Soil Scientist.

Also enclosed is the format used for FY-07 outreach plans. For those who have not already submitted documentation for your FY-07 plan, please answer question 4 and send it to Travis by January 15<sup>th</sup>. If you can no longer find a copy of your FY-07 plan, please request a copy.

If you have questions, please call Gary Smith at 717-237-2204 or Travis Watkins at 717-237-2147.

/s/ Craig R. Derickson

CRAIG R. DERICKSON  
State Conservationist

Enclosure

## **Outreach Plan for FY-08**

**Office:**

**Submitted by:**

**Items 1, 2, and 3 are to be completed and returned to Travis Watkins and a copy to ASTC for Field Operations or State Soil Scientist by January 15, 2008.**

**1. Identify the target group for your outreach plan and state the goal you hope to accomplish.**

**2. What strategies will you use to accomplish the goal?**

**3. How will you measure your success?**

**4. Describe the accomplishment toward reaching the goal, the partial accomplishments, or if no accomplishments the efforts made toward reaching the goal. (Item 4 to be completed and returned to Travis Watkins by September 15, 2008 or before.)**

## **Outreach Plan for FY-07**

**Office:**

**Submitted by:**

**Items 4. showing accomplishments for the past FY is to be completed and returned to Travis Watkins and a copy to ASTC for Field Operations or State Soil Scientist by January 15, 2008.**

- 1. Identify the target group for your outreach plan and state the goal you hope to accomplish.**
  
  
  
  
  
  
  
  
  
  
- 2. What strategies will you use to accomplish the goal?**
  
  
  
  
  
  
  
  
  
  
- 3. How will you measure your success?**
  
  
  
  
  
  
  
  
  
  
- 4. Describe the accomplishment toward reaching the goal, the partial accomplishments, or if no accomplishments the efforts made toward reaching the goal. (Item 4 to be completed and returned to Travis Watkins by January 15, 2008 or before.)**